

# THE LABOUR ORGANISER

No. 53

MAY, 1925.

Price 4d.

## OUT OF THE RUT

### IDEAS AND ACTIVITIES IN BRIEF

On another page we reproduce two of the excellent election blocks which have recently been issued by Mr. Thomas Summerbell, Printer, of Green Street, Sunderland, and used with considerable effect in the local elections. "Labour Marching to Victory" is intended as a frontispiece to an election address, the same being adaptable for window display, and it is, of course, particularly attractive when used in this way. "Labour Leaflet No. 12" raises a smile. It may be used either for general distribution or, of course, the block may be adapted for use either as a fourth page to an election address or several similar uses. Mr. Summerbell has a number of other useful blocks that can be placed at the service of his many customers among Labour election agents.

A "Bolshie" Ball certainly has attractions, and we imagine that if the "command" of the Central Nottingham Labour Party had gone astray in any particular it might have caused a shock to the dear ladies of the Primrose League or the B.F.'s of the British Fascisti. The front cover of the programme, reproduced below, was, of course, printed in glaring scarlet. The "agenda," otherwise the dance programme, was equally alarming, and began by an "Inspection of Passports by the Red Guards," the proceedings being punctuated, by "Rations" at 9 p.m., followed by "Chili Bomb Bomb" (whatever that might be), and, of course, the inevitable "Red Flag" after the sixteen dance items had been duly executed—one must execute something at a Bolshie Ball. We noted with satisfaction the prominent injunction to comrades that "all bombs and daggers must be left in the cloak rooms."

Altogether one wonders what the "Daily Express" would say and whether whiskers were the order of the evening.

"Oh wad some power the giftie gie us  
To see ourselves as others see us!"  
—R. BURNS.

## The Central Nottingham LABOUR PARTY

*command your presence at*

— A —

## BOLSHEVIK BALL!

(Fancy Dress Optional)

*in the*

**CORN EXCHANGE,**

*Thurland Street, Nottingham,*

**Easter Tuesday, April 14th,**  
7-30 to 12 p.m. 1925.

**PRIZES FOR THE MOST ORIGINAL  
FANCY DRESS.**

**COMMISSAR WILSON, M.C.**

*Proletarian Music by Commissar Eradley  
and his Soviet Syncopaters.*

**Admission by Passport - - 1s. 3d.**

A correspondent writes: "Dagenham Ward Labour Party, instead of issuing election addresses separately for their Parish and Rural District Council elections, sent out, not only to every Local Government elector, but also (with the poll card section unmarked) *into every house*, 3,000 'Election News,' which embodied both election addresses and poll cards and sundry other interesting matter. Editor J. S. Price will be pleased to forward copies of 'Election News' on receipt of 1½d. stamp at 6 Arnold Road, Dagenham, Romford, Essex."

The election news sheet is, of course, an item we have frequently advocated, and, as our friend's letter shows, it can be made to effect several economies and is adaptable in many ways. A similar sheet which reaches us at the same time is the "West Bromwich Labour News," one side of which was made to serve as a photo gallery for six of the guardians' candidates. Of course, West Bromwich trots out an appropriate election song as follows :—

### VOTE LABOUR !

Vote early in the morning ;  
On the stroke of eight begin  
To help your very hardest  
Each Labourite to win.

Let each and every worker  
At the doors resounding knock,  
Be persistent, not a shirker,  
Onward, give the enemy a shock !  
Upward Labour's Poll will go,  
Ringing cheers will Victory show !

A very effective membership certificate has just been issued by the National Executive of the Labour Party, which it is intended should be taken up by local Labour Parties throughout the Kingdom, a small charge to be made to members for this souvenir and certificate of their membership. The certificate embraces a speaking allegorical drawing by Walter Crane, depicting the triumph of Labour, and this alone is a study of absorbing interest which should make the certificate worth its small price.

We have before emphasised the futility of Labour agents and secretaries going to great trouble to place people on the register but neglecting to follow up the individual. Mr. H. S. Redgrove, B.Sc., the Croydon organiser, uses the following form which it will be seen is an introductory letter for a worker who visits the person for whom a vote has been obtained :—

Dear Friend,

The Registration Court met last Friday to settle disputed cases of names to go on the Register of Electors.

I am glad to be able to inform you that I have been able to secure for you—

A Local Government vote for.....Ward.  
A Parliamentary vote for.....Croydon.

Are you an individual member of the Labour Party? If not, let me urge you to join and thus to link up with the active work in your ward. The comrade who brings you this letter will be glad to receive your subscription, to issue to you an official membership card, and to put you in touch with the local secretary and other members.

With all good wishes,

Yours sincerely,

H. S. REDGROVE,

*Agent and Organiser.*

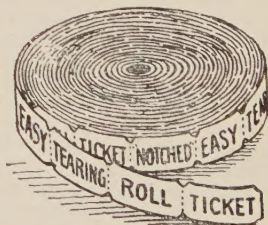
Readers are reminded that the National Conference of Labour Women takes place this month and will be preceded by the "private business conference on organisation" for delegates of Women Sections and Labour Parties, to be held on the 26th inst. Full particulars have been circulated to all Women's Sections and Local Labour Parties and we would earnestly urge all Labour Parties to place every facility in the way of their women members being represented at the conference concerned.

## ALFRED WILLIAMSON,

North Mill Ticket Works,  
ASHTON-UNDER-LYNE.

### ROLL TICKETS

for checking the receipts for  
REFRESHMENTS, BILLIARDS,  
CARDS, etc.



NOTCHED TICKETS for Easy Tearing Supplied to Order.

Official Badges and all kinds of Printing for Shows, Athletic Sports, Galas, etc.

Tel. Add. : "Tickets, Ashton-under-Lyne."

Tel. 320, Ashton-under-Lyne.

Established 1835.

## *A Danger to Labour*

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¶ At the last Election the Labour Party polled 5,487,455 votes.

¶ Of these probably 2,500,000 were neither members of the Labour Party nor of the Trade Unions.

¶ This unattached margin is both a danger and an opportunity.

¶ These are the raw recruits. Neglect them and we may lose the next election. Train them, and we shall win !

¶ What is *your* Party doing to-day to explore this field for individual membership ?

¶ Is yours a four-figure Party ?



## SOME REPORTS AND BALANCE SHEETS

Substantial figures are the outstanding feature of the balance sheet of the Liverpool Trades Council and Labour Party. The fees from Trades Unions reach no less than £718 13s. 5½d., which is supplemented by £37 11s. from "Political Organisations." As seems customary nowadays, the income side is swollen by such items as Carnival and Ball £191 5s. 10d., Special Effort Fund £115 1s., and income from meetings £207 4s. 9½d. The expenditure side indicates the growing extension of the activities of this important body, whose ramifications are annotated under no less than fifty expenditure items. We note a substantial balance is in the hands of the Party.

The report and balance sheet of the Houghton-le-Springs Divisional Labour Party is specially interesting as coming from a quarter in which Labour has been particularly successful. The report naturally expresses satisfaction at the increased poll and majority with which the seat was retained for Labour against a combination of the enemy last October, and it is interesting to note mention of the fact that in the eleven divisions of the County of Durham, Labour secured a poll of 185,104, as compared with 167,695 the year previous. The fact that there was a splendid lot of local speakers is a significant feature of these elections, the importance of which might be noted elsewhere. There are now no less than 15,084 affiliated members of the party which is aiming at 100 per cent. eligibles becoming affiliated. An item on the expenditure side is £3 3s. purchase of "Labour Organisers," and this is an item of profitable expenditure now appearing in the balance sheet of many local parties.

The Derby Labour Party always present an interesting report, and this year's sixteen-page pamphlet is no exception, it being chock full of data and detailed information of considerable interest and value. There is indeed a great deal to be said for the detailed analysis of the party's work and ramifications which the Derby Labour Party give us, and encouragement is thereby effected to the locals who carry the burden of the fight in the wards and polling districts. A misfortune which

was deplored by many of our readers was the loss of the second seat in Derby at last October's election, Ald. W. R. Raynes, notwithstanding an increased vote of nearly 5,000, losing his seat on that occasion by the narrow margin of 253 votes. An interesting feature of the report is a tabular statement showing the membership, men and women, of the ward organisations, together with the income, expenditure and balance in hand of each. From these we note that there is a total membership of 1,063 men, while women number 534. This is a reversal of the now usual order of things.

The South Derbyshire Division is one to which Labour is looking for a victory on the next occasion on which the Parliamentary poll is taken. The division is a typical example of the manifold way in which some Divisional Labour Parties have faced up to the extraordinary burden of fighting three Parliamentary elections in three years, entirely at their own expense. The greatest possible credit is due to those who have been responsible for the discharge of the herculean task referred to and who have been able to present after each election a balance sheet showing a credit on the right side; showing also an advance in the Parliamentary vote, until to-day only a margin of 1,415 votes separates the party from its goal. The accounts before us show a balance in hand of £30 10s. 4d., all expenses having been met, including £432 spent on the late election. The figures, of course, by no means summarise the whole of Labour's activity in this division, for there are powerful local Labour Parties in most parts of the constituency, and each of these presents its own balance sheets indicating a local as well as a central prosperity.

From the report of the Greenwich Labour Party published in its admirable journal, the "Greenwich Times," we note that the membership stands at 2,289, an increase of approximately 1,800 during the 12 months. A slight financial loss has occurred on the "Times" during the year, but that the small subsidy from general funds has been well spent is evident in the enormously increased Labour vote that has been obtained.

# ARE YOU JOINING THE Special T.U. Tours

*To Study Workers' Organisations*

HOLLAND & BELGIUM

RUSSIA :: :: GERMANY

GERMANY

On Saturday, August 8th, Mr. J. H. STANDRING will conduct a party on a fifteen days' visit to Hamburg, Berlin, Cologne and the Ruhr. Visits will be paid to headquarters of Workers' Organisations while opportunities will be provided for the usual visits and sight-seeing excursions. This party will be of special interest to active workers and officials in the Labour Movement. A minimum of 25 is required and closing date for booking is July 15th.

**Inclusive cost - £20**

HOLLAND & BELGIUM

Applications are invited from members specially interested in International Workers' Organisations to join a party which is being arranged to visit Dutch Workers' Organisations and the I.F.T.U. at Amsterdam. Then the party will visit Antwerp, Brussels, spend two days in the Ardennes and thence to Ghent and Bruges, returning via Ostende.

The party will be away for 15 days inclusive and will leave London on Saturday, July 18th.

**Inclusive cost - £15 10s.**

## Labour Councillors' Visits

*to study Municipal Organisations*

PARIS & VIENNA

**PARIS** August 8th, 8 days. All in £9 - 15 - 0

Leader, Duncan Carmichael.

**VIENNA** August 1st, 16 days. All in £21 - 0 - 0

**RUSSIA** Other Parties, Two Groups in August.

**International Socialist Conference.** France.

**Workers' International Olympiad.** Frankfort, July 24th.

*Send for full programme.*

**Workers' Travel Association, Ltd.,**  
162 BUCKINGHAM PALACE ROAD, LONDON, S.W.1.



## LOCAL NEWSPAPER MEMS.

We have received a copy of the sixth issue of the "Park and Heeley Gazette." This is a full-size four-page journal with a strong local colouring, and for a journal in which so much is fighting stuff it is very brightly written. Some 15,000 copies of this edition were issued and distributed free to each house in the Division. We note that our friends were really prompted to this venture by the aggressive anti-Labour attitude of the two local papers, and from a recent copy of one of the Sheffield journals in our possession, we can understand our friends getting at last fed-up with the shameless misrepresentation to which the Labour Cause is continually subjected by the opposing press. If more of our friends would adopt the plan of publishing free journals in the areas covered by the shameless organs of the enemy, we should soon have them squealing and perhaps modifying their tone.

We note that Councillor Harris is the editor of the "Tees and Cleveland Pioneer," a paper to which we have before referred, and which is doing effective service in its area. This journal, like the "Park and Heeley Gazette," is printed by the Blackfriars Press, the printers of the "Labour Organiser," and the papers are uniform in size. It is sold at one penny, and that it is a business success is largely due to Councillor A. J. Thatcher, the Labour Agent for the Stockton and Thornaby Division. The "Pioneer" has a good sprinkling of advertisements, and some of these are very well displayed.

The "South Leeds Worker" has just made its appearance and appears to be the successor of the "South Leeds Citizen," which formerly circulated in the same area. The "Worker" has a guaranteed circulation of 6,000 copies per month, and it is intended to distribute in such manner that a copy of the paper shall find its way into every one of the 18,000 houses in South Leeds in three or four months. The paper is small but it arouses interest, and it is evidently appreciated by local tradesmen, who fill a good proportion of the space available.

The Carlisle Labour paper referred to in our last two issues, in the first place as the "New Labour Monthly," and in the second place as the "Carlisle Labour News," has undergone a further progression, and under the title of the "Cumberland Labour Beacon" it has now been adopted as the County Labour paper. It will for the present be published monthly, but it is hoped to review the position in a few months' time with a view to more frequent issues. It is a large six-page journal, price one penny, and it has a kick.

The "Altrincham and District Express" is the inheritor of the title of a Labour paper which existed in the Altrincham district some twenty years ago. It has now run for some two years with a regular fortnightly appearance, and since its commencement has been practically self-supporting. The "Express" has gone through some storms, as every Labour paper does, but as it is a free journal having to rely on its advertisements, it was seriously threatened when the Local Traders' Association decided to boycott its columns. The paper has, however, triumphed over difficulties and has continuously been able to secure sufficient advertisements to pay printing costs. It has now been able to increase its circulation from 6,000 to 10,000 copies per month. The present size of the paper is that of a four-page journal, roughly "Times" size. The distributing agencies are the ward committees, and it has proved an admirable instrument in keeping these committees together. The editor and advertisement manager is Mr. Alfred Clark, the Labour agent, the proprietors being the Trades and Labour Council. Altogether the paper has proved an admirable example of what tenacity of purpose and sound business management can accomplish.

Mr. Andrew Fleming, of Progress Hall, Provident Buildings, Darwen, Lancs., has a few back numbers of the "Labour Organiser" for 1924 and would be pleased to exchange them with other readers for numbers of the 1923 issue. Will readers who have copies of that year to spare please communicate direct?

## TELLING THE TALE IN PRINT.

[Mr. Rainbird gives below a fuller outline of his recent address to the London Agents than that which appeared in our last issue.]

The first essential of telling a tale in print is to have a tale to tell. We are not to discuss the tale a Hamilton Fyfe would tell to newspaper readers—journalism is outside our scope. Where angels rush fools should fear to tread. We are to try to get down to the elements of letterpress announcements and see to what constructive ends they may be used.

The type of announcement may be simple or complex. In the simple class it is easy to place plain statements, such as "House to let," "Famous General dead," "A dance will be held in the Labour Hall, Friday next, 7.30 to 11 p.m."

A complex announcement may be (1) *Descriptive*, a plain statement elaborated or ornamented; (2) *Argumentative*, a reasoned statement calculated to provoke thought; (3) *Propagative*, the presentation or suggestion of an idea. Take the simple statement, "Dance," "Labour Hall," "Friday next," call the dance a summer-time dance, add "Polished floor," "Cool hall," and it becomes descriptive. With the same simple basis one can say: "Why go to Wembley, when pleasure is at your door? There are larger dance halls, but none cooler (or warmer!), fancy floors, but none smoother. The Labour Hall dance has the right swing in everything," and so on, and you have the argumentative type. Again, "Dancing, lighter than air!" or, "Tiptoe with pleasure, Dance a measure, with the Mascot Band at," etc., etc., and you have the pleasure idea suggested. To take any simple theme and experiment on these lines is an interesting exercise of the wits.

Now as to *expression*. The essentials of powerful expression may be said to be three (1) Unity; (2) Simplicity; (3) Rhythm.

To secure *unity* give the chief idea you wish to express and then make every other idea, or part of expression, subservient to the main thought.

To preserve *simplicity*, cut out everything which dulls expression or lessens force. For instance, instead of saying "The glittering fluid invited him to have his hot hands in the bowl," say "He took water and washed his hands."

To secure *rhythm*, emphasise the main idea, but balance it with subservient ideas. Make a *pattern* of your thought and your letterpress, too.

Now, having decided the type of announcement by asking is it more appropriate merely to state, or to describe, argue, or propagate, and having settled the chief idea to be expressed, the next problem is the form of your broadcast.

The four chief forms of letterpress announcements are comprised in the wall-poster, the handbill, the folder, newspaper advertisements. With the last-named we are not concerned.

Closely allied with form is the use of right material: paper, with its colour and texture; ink, with its colour and body; type-face, with its fount, case, leads, borders, etc.

The wall-poster must arrest attention. It must be read in a flash and its message vividly impressed or it must be so arresting in its main appeal as to compel slower reading. Let colour of ink and ground assist your message here. Shape also may help to attract the eye; consider whether upright or oblong space is available and most effective.

The wall-poster, meant to be shown in a window, must not offend the taste of the exhibitors. Where you shout on a wall you may only be permitted to whisper from a prim window.

As to colour, red on orange or lemon or chrome yellow, red on white, black on yellow or bright green are good, so are green, brown, blue, and red on white grounds.

In the arrangement of your matter, remember the essentials of powerful expression—unity, simplicity, rhythm. A proper observance of *spacing*, that is blank space, grouping, and balancing with the pattern idea in mind is needed. As a curious instance of the value of space, try this instructive experiment. Take two lines of large block print, cut them close along the top and bottom edges of the print and lay them on a white ground. Let there be half as much space above, below and between the strips as the letters are deep. Now cover up the *top half* of the print and note the effect—try to read the remainder. Now cover the lower half of the print and note the difference in the value of space above letterpress and below. The eye always reads the *top* half of printed matter.



As regards *Handbills* all we have said about posters applies with the same force, but there is more time for reading, and the handbill can carry more matter. The oblong or broadside handbill, with bold announcements top and bottom and with panels on either flank, is more economical and forcible than the orthodox upright form.

The *Folder* permits the tale to be fully told. It is the most flexible of the forms of announcement we are considering, and if printed on one side of the paper is not a great deal more expen-

sive than a flat bill with the same matter in it. Briefly, in a four-fold folder page 1 may be used to excite curiosity or to arrest attention; page 2 unfolds or states the theme; page 3 elaborate or develops; page 4 clinches the argument, summarises, or is a denouement. The folder is a powerful device when properly used, and can be adopted to almost any purpose. Give me no shouting hoarding or ephemeral handbill for an epitaph. Fold me up in the soothing, subtle folder.

Page 1.

# NOW LIETH STILL THE BODY

"But the Spirit marches on!"

Page 2.

LEAVE IN PEACE ALL  
THAT WAS MORTAL  
of  
S.....t R.....d

\* \* \*

*After many lingering years  
amidst a perverse and ungrate-  
ful generation.*

## HE GAVE UP THE GHOST!

Page 3.

Many mourned:  
Alas! many more  
mourned not!

\* \* \*

His gentle spirit, sore pressed  
in the wordy strife of things  
**ORGANISATIONAL**  
handed in CORRECT RETURNS  
**DULY ATTESTED**  
to the RETURNING OFFICER.

Send departed to enjoy his FEE  
(full paid): A PERFECT PEACE

ANNO DOMINI 19...

Page 4.

WEEP NO MORE,  
GENTLE READER  
THE  
**CAUSE**  
STILL  
**LIVES**

Read the Daily  
Herald - - -



# THE SECRETARY'S PAGE

## HELP AND HINTS IN SEASON.

An example of how not to do things recently came under our notice which may serve to convince certain friends that they were wrong and equally prove an example to others elsewhere. One of the great leaders of the Labour movement, whose name is a household word in every British home, and whom crowds gather to meet on every possible occasion, supplementing the tremendous gatherings that he attracts indoors, had promised to speak in a certain small town. Here, one would think, was a famous opportunity to proclaim from the housetops that the British Labour Leader was to honour that town. Even in a cathedral city of 40,000 inhabitants one could justly expect (on a market day) big, interested throngs and a packed meeting room with people clamouring to get in. Alas! our friends lacked just sufficient art in practical organisation to achieve these ends, and it is because of their failure that we pen these friendly lines for them and others.

On the occasion noted there was no public advertising of any description. Tickets were sold and only sufficient tickets put on sale (we believe about 600) that the hall was expected to comfortably accommodate. We suppose the result was a financial success, but it was at the same time a psychological failure which might be avoided on another occasion.

The first blunder was in failing to advertise, in the biggest letters obtainable, the fact that the great Labour leader was coming. There are many friends who do not realise the importance of the psychological touch in Labour organisation. The converted may have known of the ex-Premier's visit, and even some of the unconverted, but ask of the big advertiser who knows his trade (and in a sense Labour needs to be a big advertiser) what was lost by there being no great announcements! The big advertiser would answer in terms of £.s.d. just as we could answer now in terms of a lost opportunity. It is not sufficient that the national leaders of our movement should be made use of merely as stars to draw sixpences or shillings, and for success to be measured by the nearness with which one fills a hall of

measured capacity with ticket holders who have paid for their seats. Out beyond the audience there is a bigger public who are influenced, even if it be merely by the mention of a name. This fact does not need elaboration; it speaks for itself, and every practical organiser knows it. To lose an opportunity for advertising is to lose a definite impulse on the minds of many people, for conversions are not made solely by speeches—they are made by impressions many and various. The reiteration of a name is one effect, and the mass impulse to see and cheer a people's leader is another. There were no crowds to greet the Labour leader this time.

A second mistake was of lesser importance, but it was one where again a practical knowledge of modern organisation would have been helpful. Given a hall accommodating 600 (and it was found that the hall would really have accommodated a few hundreds more) every experienced organiser knows that many more tickets than that number must be got rid of, whether sold or given away, to actually get an audience to fill the room. Even where tickets are sold there would be a large proportion, at least 10 per cent., who from one reason or another, would not attend. Some comrades will find it difficult at first sight to believe this, but experience proves it. If the tickets are to be given away, then one frequently has to distribute three, four, or five times the number of tickets that the hall accommodates in order to get a packed audience. On the occasion under notice the hall was but two-thirds full, proving our case, of course—and there was no public, for the ticketholders were practically all from the converted.

The instance we have given, though somewhat rare, is given because of the moral it conveys to others. Socialist propaganda and Labour organisation have much more in common with orthodox publicity methods and ordinary advertising practice than many of our friends are aware. Whatever the opportunity is, secretaries should never delude themselves that any man in the Labour movement is a

sufficient advertisement by himself. Add to his public attractions the arts of advertisement and a great triumph might be secured, and is secured on most occasions. But neglect the arts and there is failure and disappointment, even though there may be no financial loss.

Yet another lesson on similar lines. We attended a conference recently where we heard repeated suggestions that areas were safe and that the whole energies at the late election contest ought to have been directed on the weaker places. Perhaps! Here again we have a mistake attributable to a lack of experience and knowledge of organising problems. *There never is a safe place* and practical cessation of effort in certain places, as urged by our comrades, would in ninety-nine cases in a hundred prove the herald of disaster. It is quite true that we have areas where Labour is in overwhelming strength, but human nature stands in constant need of comfort and confirmation, and the lack of consistent propaganda, or election effort, in any place is sufficient to breed discontent, distraction or indiscipline, altogether without any activities by the enemy who, however, are never idle. Could our friends tell us of the area in which the enemy's press never circulates? which their leaflets never reach? or where even the books and periodicals that are read are free from the capitalist taint and the insidious bias of anti-Labour writers? The price of liberty is eternal vigilance and the price of a majority is constant work and never ceasing propaganda.

But there are other implications. Our friends may not have desired a thorough withdrawal, although we heard it expressed that not a single printed matter was necessary in certain areas. They may merely mean that at the election they wanted the greater effort put into the weaker areas and into the weary stretches which are the bane of almost every County Division. Well, we have seen *this* also tried, but we have never seen it succeed. Our friends should understand that an election is not to-day merely a great propaganda effort, but it is instead a grand concentration of forces to capture a given position. If the forces are dispersed into the highways and

hedges in a hunt after recruits the great objective is lost sight of and very rarely are there sufficient forces left to concentrate and poll the votes in the quarters where potential strength is greatest. The policy in almost all elections should be to make sure first of all of the vote where it is strongest. A dissipation of effort into the weak places is a dangerous manoeuvre only to be attempted under the direction of a very skilled election agent with the backing of a well disciplined Party.

This is not to say that we should neglect the weak areas, but we must choose the time for propaganda attack just as we choose the constituencies which are worth fighting first. The election strategist will find a way of putting his case before the electors in the weaker parts without weakening his forces in the places where he may be exceptionally strong. The occasions where the general line of policy we have outlined can be departed from are very few and rare indeed.

At the recent London dinner of Labour agents a very wise remark was made by Councillor C. Manning, the chief Labour Whip of the London County Council. Mr. Manning protested against the sort of criticism which one hears so often directed against leaders of the Labour Movement, wherein the criticism is tainted with a mingled air of proprietorship and familiarity which after all gives the criticism a particularly obnoxious sting. "Overclever talk," Mr. Manning called it, and he pointed to the fact that though we might understand it in the Labour Movement much injury was done in the minds of those who neither understood us nor were capable of combating the criticism. All Labour secretaries are familiar with what is meant and with the comrade who is always at this sort of thing. So perhaps they may be tempted to show their friends this paragraph when the next criticism is heard with a hint that the game is found out, and played out, and has now got a new name!

The four-figure Labour Parties have another recruit in the East Lewisham Labour Party, who now boast a membership of 1,121 members. An endeavour is being made to increase the number to 2,000 by midsummer.



LABOUR LEAFLET No. 12.



You never miss a  
good football match



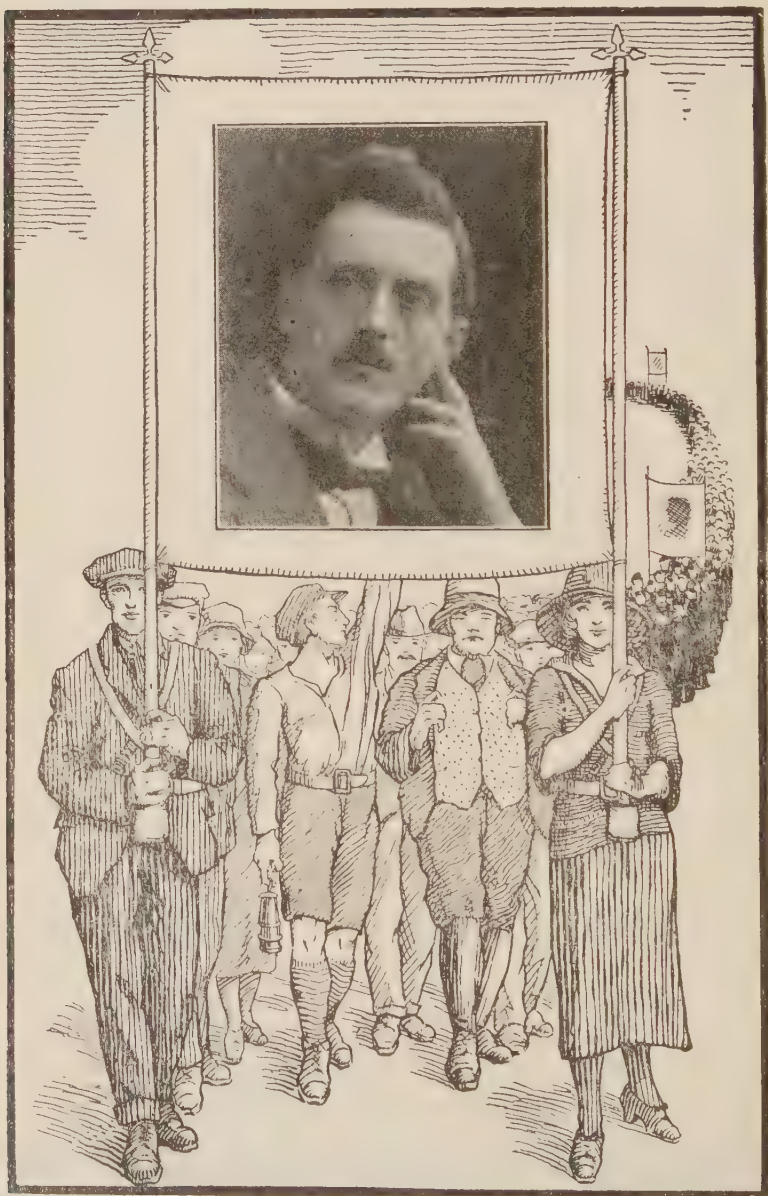
and are seldom late  
at the theatre . . .

BUT IT IS MUCH MORE  
IMPORTANT TO YOU  
AND THE CHILDREN



TO GO TO THE POLLING  
BOOTH AND VOTE LABOUR

# Labour Marching to Victory.





# The Agent and Special Election Literature.

*An Address delivered by FRANK H. EDWARDS to the Lancashire and Cheshire Section of the Labour Agents Association on March 13th, 1925.*

The extent and nature of an agent's work at the time of a Parliamentary Election depend on many things, on the helpfulness of the members, on their capacity to do specialised work, on the type of candidate, and so on. Obviously, if an agent cannot find anyone who can share with him the onerous task of the production of telling literature then his own personal responsibility becomes exceedingly heavy. If a candidate requires particular attention, if his election address has to be written for him by the agent, the latter's opportunity to do important work is narrowed down. Happy and fortunate is that agent who can entrust someone with the task of making the full arrangements for meetings, and still more lucky is he who has capable service at hand for the production of literature in connection with the contest.

## THE HOUR DICTATES THE NEED.

Let us first consider the preliminaries. Blocks are required for the election address, for the election special (if one is to be produced), for handbills, for other publications, and for the press. The number and kind of blocks depend on a variety of circumstances, mainly on the several kinds of literature to be issued and the money available. Be it said that with ample funds it is quite possible that so much literature can be issued as to make each publication increasingly deficient in value. We must have in mind not merely our own productions but the aggregate of output for all the candidates in a constituency, and make an estimate as to the possibility of large, closely printed matter being read by electors. I hold that in many cases we circulate far too much literature at the time of an election and insufficient between one contest and another. Effective, well-printed, suitably illustrated productions, of a convenient size, the paper of good quality, circulated prior to an election, will be read and appreciated by many electors, while publications of even greater merit printed and distributed during an election campaign have smaller chance of being perused. While the cost of production at the time of an

election is greater, the use-value of publications issued then is less. It will be agreed I think that the likelihood of heavy matter being read during an election diminishes as the election day approaches. Only something of a particularly outstanding nature, with attractive get-up, will be thoroughly read just prior to election day, and if such matter be suitably illustrated then its acceptability may not be in doubt.

## PHOTOGRAPHS AND COPYRIGHTS.

This last observation causes me to revert to the question of the production of blocks for purposes of illustration and embellishment. Blocks are of two kinds, line blocks and tone blocks, and the former are easier and cheaper to produce than the latter. Good photographs with a fine finish are necessary for the production of fine-grade blocks. Each agent ought to have a stock of blocks of various sizes and kinds, produced from photographs of his candidate and the candidate's wife and family. Other blocks for use in connection with the printing of handbills should be available at ordinary times. Last year in connection with a special production I made application to an agent for the loan of a block, but though several blocks must have been in use at the previous election in connection with the production of literature issued on behalf of his candidate he could only respond to my request by sending me a copyright photograph, and the photographers charged one guinea for the mere use of a block which had to be specially made and was of course an additional charge. Every time that block was used a guinea would need to be paid. It was mentioned that for certain purposes the copyright charges would be more. The wealthiest party surely has not that much money at its command that it can afford to encourage and satisfy leeches of that type. In passing it may be mentioned that if anyone responds to a photographer's request to be photographed the copyright belongs to the photographer and he charges or can charge for the use of the photograph. I have known of cases where the photographers were quite reasonable and for a free publi-

cation merely stipulated that they would be satisfied with acknowledgment. If a person arranges with a photographer to have his photograph produced and pays for the service then the copyright belongs not to the photographer but to the person who was photographed.

#### THE BLOCKS REQUIRED.

It is desirable that the blocks in use to picture the candidate should not be made from a photograph ten years old. People should see printed photographs of the candidate not as he was but as he is. A good plan is to have at least two distinct photographs, that is to say photographs of the candidate in two different positions. Sets of blocks should be made well in advance of an election, according to the estimated requirements. One or two small round blocks for cards will be necessary, one or two oval blocks, and four or five oblong blocks of various sizes and screens may be essential. Blocks should not be offered to the Press too readily. They can arrange for blocks to be made by and for themselves. But it is desirable that press blocks should be on hand in case of emergency and to serve the candidate's interests. Then in connection with some press advertisements it is necessary to have a block to use with the paid announcement.

I have used the word "screen" in connection with the production of blocks. Explanation may not be without interest, though some agents are much more familiar with the technicalities of printing than is the case as regards myself. The different tones are produced on the photo paper print by the action of light passing through a negative composed of different densities according to the light and shade of the subject photographed. These continuous tones cannot be produced by the action of light on the printing machine. The printing machine produces the continuous tone by a series of lines or dots placed close together or further apart as the case may be. The shadows are black masses, the half shadows are lines or dots, very close together, some merging into each other; the quarter tones are lines or dots, wider apart, with more white space around them until we get to the high lights such as sky, dresses and

the like, which are produced by very fine dots surrounded by large white space in comparison. Therefore the photo print of continuous tone must be converted to the dot—dots of various sizes according to the light and shade in the photo to be copied. Blocks are of particular screens, according to the paper to be printed on and the detailed illustration desired. There are coarse screens, medium screens, and fine screens, according as to whether a block is for reproduction in a newspaper, on paper with a smooth surface, or on fine art paper. A fine screen block would be useless for newspaper work, and a coarse screen block would be utterly unsuitable for a super-fine paper. The screen takes regard of the number of rulings or dots to the inch, so that the screen may be 50 or anything up to 400. Well then, for newspaper work the agent requires blocks with a screen of from 50 to 65. For super-calender printing paper, such as may be used for election address and election specials 80 to 100 screen would do or 120 screen could be used. If the election address is to be produced on art paper, that is to say a paper with a glossy surface, such as that used for the best illustrated magazines, 150 to 175 screen should be used, and occasionally a 200 screen. Blocks with 400 screen are sometimes produced, but such blocks require special machines, special ink, and special paper, and they are rarely used.

#### HOW TO ORDER BLOCKS.

Do not order your blocks one at a time if you can avoid it. It is better and cheaper to order most of your requirements in this respect at one time. Never wait for the announcement of the election to order your blocks. If you want an election address with a particular design get the artist to do the work in good time. Give him an appropriate outline of your wishes. The sketch must be double the size or half as large again as the size of the block to be produced from it. The artist should be informed of the dimensions of the block required. If he be left to himself his drawing may suit his artistic sense and take no account of the correct proportion according to available space.

We must remember that people have a particular liking for picture papers,



they find much of their amusement at the pictures, and the candidate who has the best illustrated literature makes generally the most agreeable appeal. The illustration should be artistic, humorous, pertinent, appealing. But it must be remembered that it takes time to produce sketches, for the drawings must not merely suit the artist, they must have the approval of the agent and the candidate. A rough sketch should be prepared in the first place; this should be asked for. The finished drawing will be an amplification or amendment of the initial effort. If the ordering of blocks be left until election time then the block makers are almost sure to intimate that they cannot guarantee delivery by a particular date. You have got to wait your turn. Much delay and confusion may ensue. Well then the making of blocks means time. The printing takes time, and the printed matter cannot be sent out immediately it is machined; it requires time to dry.

The size of the blocks must be determined well in advance of publication, and in the case of photo blocks they must bear a definite relationship in size to the border blocks, to the breadth of the press column, to the size of cards, election special, and so on.

(To be Continued.)

The lack of Standing Orders is again proving a worry in certain local parties. We cannot but strongly urge our friends to adopt suitable rules of conduct as soon as possible. In Mr. Walter Citrine's book, "The Labour Chairman," an excellent code of Standing Orders is printed and these, with very few adaptations, should prove suitable. Local parties should guard against making the same rules for the introduction and conduct of business applicable to both executive and general meetings. Executive meetings generally require less rigid orders than general meetings, and the object of rules should be to guard against possible abuses rather than to limit the usefulness of members. Standing Orders must not contravene any of the fundamental rules contained in the Labour Party's Constitution or in the rules for local parties. Submission to the Head Office of the Party is not compulsory, though we suggest that it is advisable to procure the opinion as to whether or no they contravene any rule.

## ANSWERS TO CORRESPONDENTS.

*Correspondents are 'required to give their full name and address, not, however, necessarily for publication. Replies from general correspondents cannot be given through the post. It is imperative that where a reply depends on a statement of fact (such, for instance, as qualification of an elector to be on the register), the fullest information should be given.*

### THE CHAIRMAN AND THE AGENDA.

*Question.* — A correspondent asks whether it is not proper for every agenda to be first put to a meeting for approval. Our correspondent suggests that an agenda ought to be read out and the meeting asked to vote for or against same, while he also claims that the chairman and the secretary should be jointly responsible for putting the agenda forward in the first place.

*Answer.* — Our correspondent goes wrong because he is obviously confusing the agenda for an ordinary business meeting with that of a special conference for which resolutions have been invited, and on which it has been necessary to secure the services of a Standing Orders Committee or something of that nature.

It is, of course, at all times open to any organisation to appoint a special committee or particular officers to confer as to an agenda, but the customary thing with a business meeting is for the secretary to compile the agenda. He is the officer through whose hands business ordinarily passes, and as a rule he alone is able to complete a list of the business requiring attention. It is usual to confer with the chairman where possible, but an insistence on this as a compulsory preliminary to presenting an agenda would in most cases mean considerable trouble and no particular advantage. It may be said that the matter which the agenda contains falls chiefly to the secretary, but the order in which the business shall be taken pertains to the chairman. Consultation wherever possible is, of course, desirable on both points. Where a dispute occurs it is referred, if in time, to the committee which is convening the meeting, failing which it goes to the meeting itself.

Regarding the reading of an agenda at a meeting, this is a usual thing, but it does not involve a resolution endorsing the agenda, though it is in our

opinion open for any person to move that items be taken in different order to that upon the agenda. Standing Orders may, however, have covered this point, and they should certainly have covered the point as to whether additional business can be introduced. Such ought not to be allowed.

In the case of meetings which partake of the nature of a conference to which resolutions have been sent in, and for which no set order of business is customary, it generally becomes necessary to appoint a special committee to draw up the order in which resolutions shall be taken. Sometimes the duties of such committee go a great deal further, and they may decide on the validity of resolutions sent in, to this extent superseding the chairman, and they may take steps to consolidate resolutions on similar subjects and to bring movers together with the object of presenting "composite" resolutions. In such cases the original resolutions disappear and resolutions embodying the same ideas but in different words appear for the first time at the conference. Obviously in several directions such committees exercise arbitrary powers, and particularly in the latter respect. Therefore these committees usually present a report and this, being adopted by the conference, is an endorsement of the order in which they have placed business, and of their other actions. It is open for any person to move the reference back of the report.

#### WARDS OR ELECTORAL DIVISIONS?

*Question.*—Must the signatories to nomination papers in County Council Elections be in the same "Ward" or in the same "Electoral Division"? From a quotation of the law governing the point it would appear that the ward must be taken. Does a ward always coincide with an electoral division?

*Answer.*—The signatories to a nomination paper in a County Council election must all be electors in the electoral division for which they nominate. They are only entitled to nominate for the electoral division in which they are entitled to vote.

The reference to wards, in the quotation our friend refers to, arises from the fact that County Council Elections are governed mainly by the Municipal Corporations Act, 1882, and in this latter Act wards are mentioned. But there is a provision in the Act establishing County Councils by which the term

"Wards" is to be deemed to mean "Electoral Divisions" in the application of the Act to County Council Elections. Thus our friend's point is covered. It is the electoral division which is meant. Sometimes electoral divisions are the same as wards, and sometimes they are not; therefore ward boundaries must be ignored altogether, and the boundaries of the electoral divisions should be ascertained.

#### A PRESIDING OFFICER'S INDISCRETION.

*Question.*—During the recent County Council Elections a presiding officer left his polling booth to record his vote at another polling station some three miles away. For this purpose he was taken by the Tory candidate in his (the candidate's) car. This occurred during the busy hours of polling, it being about 5.30 p.m. In the same electoral area two poll clerks were allowed to leave their booths and walk at least a mile in order to record their votes. In neither case was any official appointed to serve during their absence. Can you please give us your opinion on the point?

*Answer.*—The incidents mentioned are not such as would invalidate the result of the election. The action of the presiding officer, however, is reprehensible. It is difficult to lay a formal objection to his riding in one of the candidate's cars, though it indicates a bias from which such officers should be careful to free themselves. The way in which the polling booth was left short-handed at a busy hour is, however, a matter that could be brought to the notice of the returning officer, and on the double count this man would appear to be unfit for his office. It is, of course, competent for the presiding officer to leave his booth temporarily, and he can delegate to poll clerks certain of his duties. "Negligent performance" of his duties by a presiding officer renders him liable to an action by an aggrieved person for damages. This is the main remedy against a presiding officer, and it is not very satisfactory and of no use at all in the above circumstances. It is interesting to note that regarding the poll clerks the presiding officer cannot be made liable in an action for their lapses, though conceivably this might happen if he had concurred or consented. There seems no provision for an action for damages to lie against poll clerks for their own negligent performance.



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# THE LABOUR PARTY

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## AN AGREEMENT WITH THE ENEMY.

We reproduce below the text of an agreement on the working of Parliamentary, Municipal and Guardian Elections between the Liberal, Conservative and Labour Parties in the Borough of Oldham. The agreement has been in force for some years, and its Clauses will be of considerable interest to those in other places. The Labour agent is Councillor Isaac Crabtree, J.P., who informs us that the agreement has worked satisfactorily.

TEXT OF AN AGREEMENT between the LIBERAL, CONSERVATIVE and LABOUR PARTIES as to the working of PARLIAMENTARY, MUNICIPAL and GUARDIANS ELECTIONS in the PARLIAMENTARY BOROUGH OF OLDHAM.

### CLAUSE 1.

The use of vehicles on the Polling Day in Parliamentary Elections shall be restricted to a total of nine, and of these each of the parties to this agreement shall be entitled to three. These shall only be used for the purpose of conveying each of the Candidates, Election Officials and Election Agents about the constituency, and under no circumstances shall any of these or any other vehicle be used for the conveyance of a voter or voters either the whole or part of the way to the Poll.

### CLAUSE 2.

The use of vehicles on the Polling Day in Municipal and Guardians Elections shall be restricted to three, being one each for the use of each Registration Agent. Under no circumstances shall any of these vehicles be used for the conveyance of a voter or voters either the whole or part of the way to the Poll.

### CLAUSE 3.

No Pictorial Posters or Cartoons shall be posted on any Wall, Hoarding, Shop Window or elsewhere in any Parliamentary, Municipal or Guardians Election.

### CLAUSE 4

The Candidates' Election Address shall not be posted on any Wall, Hoarding, Shop Window or elsewhere in any Parliamentary, Municipal or Guardians Election.

### CLAUSE 5.

No Chalking or Writing on any Pavement, Wall, Hoarding, Shop Window or elsewhere shall be allowed in any Parliamentary, Municipal or Guardians Election.

### CLAUSE 6.

In a Parliamentary Election, no Posters whatever shall be affixed on any Wall, Hoarding, Shop Window or elsewhere, until within eight days of the Polling Day (Sunday and Polling Day inclusive).

Posters for the purpose of calling Public Meetings are exempt, but such posters shall be strictly confined to the announcement of the meeting.

### CLAUSE 7.

With the exception of Posters for the calling of Public Meetings—such posters to be strictly confined to the announcement of the meeting—no posters whatever shall be posted in any Municipal or Guardians Election on any Wall, Hoarding, Shop Window or elsewhere.

### CLAUSE 8.

It is hereby agreed that on the Polling Day of any Parliamentary, Municipal or Guardians Election in the Parliamentary Borough of Oldham, no paid workers whether voters or non-voters shall be engaged either directly or indirectly by any of the parties to this agreement either for the purpose of acting as Clerk in charge of a district or Central Committee Room, or checking off those who have voted, or assisting in bringing voters to the Poll, or attending the counting of the votes, but each of the contracting parties to this agreement shall honourably and faithfully rely solely on voluntary assistance on the polling day of any Election. Reasonable refreshments may be provided in the Polling District Committee Room for the workers only, which for this purpose shall be limited to the Clerk in Charge and two workers. It is also further agreed that on the Polling Day of any Parliamentary, Municipal or Guardians Election the price for a Committee Room shall be fixed at 12/6 (Twelve shillings and sixpence) each, or such sum as shall be mutually agreed upon by the Party Agents for any particular election.

### CLAUSE 9.

It is hereby further agreed that during the progress of any election no treating shall be allowed to any Canvasser or Worker in any form whatever, and each of the parties to this agreement binds itself to discourage individual treating in any form whatever by any supporter.

### CLAUSE 10.

It is hereby agreed that in connection with any Parliamentary Election in the Parliamentary Borough of Oldham a number of persons may be employed for payment before the polling day to a



number not exceeding two for a Polling District, and if the number of electors in such Polling District exceeds two thousand, one additional person may be employed for every thousand electors and incomplete thousand, and such persons may be employed as clerks or messengers, or in either capacity.

#### CLAUSE 11.

It is hereby agreed that in connection with any Municipal or Guardians Elections in the Parliamentary Borough of Oldham a number of persons may be employed for payment before the polling day to a number not exceeding two for a Ward, and if the number of electors in such a Ward exceeds two thousand, one additional person may be employed for every thousand electors and incomplete thousand, and such persons may be employed as clerks or messengers, or in either capacity.

#### CLAUSE 12.

The arrangements in the foregoing Clauses regarding Parliamentary Elections shall be adhered to at the next Parliamentary Election whenever such election takes place, and as regards Municipal or Guardians Election whenever such election takes place. After either of the above elections, either side desiring alteration in Parliamentary, Municipal or Guardians Elections as the case may be shall give three months' notice in writing of such suggested alteration or modification, such notices to be addressed to the party agents for the time being.

Should no notice of suggested alteration or modification be given on either side, this agreement shall remain in force for an indefinite period.

#### CLAUSE 13.

This agreement shall be signed by two honorary officials of each Association and by the three Party Agents.

#### CLAUSE 14.

An abridged report of this agreement shall be drawn up by the three Party Agents and shall, when deemed necessary by them, be advertised in each of the local papers prior to each Parliamentary, Municipal or Guardians Election. The cost of such advertisement shall be defrayed in equal shares by the three party Associations.

Here follow the signatures of three representatives of each of the political parties concerned.

[An article on the question of agreements with the enemy appeared in our issue for May, 1921, back copies of which may still be obtained.]

### NEWS ITEMS FOR AGENTS.

A meeting of the Adjustments Board of the Labour Party was held on the 29th April. A model agreement for agents was under discussion and the proposed agreement put forward by the Agents' Association was finally adopted with certain modifications. The question of the examination of agents was dealt with on a proposal from the Agents' Association that the Adjustments Board should seek powers to set up a scheme and to appoint examiners. The proposal included a suggestion that practising agents at the commencement of the scheme should be granted a certificate in the same way that certificates have been granted in other professions to those in actual practice at the commencement of a scheme. The agents' proposals were adopted by the Board and both in respect of the examination scheme and the suggested agreement a report will be laid before the Executive of the Labour Party on the lines of the conclusions arrived at.

The annual dinner of the London agents, which was held at the Shaftesbury Hotel, on April 25th, provided a pleasant interlude from the labours of organisation for those present. The special guests included the Rt. Hon. J. R. Clynes, M.P., Mr. J. S. Middleton (assistant secretary, The Labour Party), Alderman Herbert Morrison (L.C.C.), Mr. Egerton P. Wake (National Agent), and Mr. H. Drinkwater (general secretary to the Association). The speeches generally testified to the sympathetic attitude of the guests to agents' problems and considerable credit is due to the London Secretary (Alderman Richard Montford, J.P.), for a successful evening, and the arrangement of an admirable programme which was not concluded till after ten o'clock.

The Lancashire and Cheshire agents held their annual meeting on May 1st, this being followed by a meat tea and a programme of speeches and music. The Rt. Hon. Arthur Henderson, M.P., who should have attended, was deputised for by the Rt. Hon. F. O. Roberts, M.P., the General Secretary being also present. Mr. Roberts responded in an eloquent and instructive speech to the toast of the "Labour Party," which had been neatly proposed by Alderman W. R. Raynes, of Derby (at present practising in the Rossendale Division).



Mr. W. Speakman (Newton-le-Willows) proposed the "Agents' Association," which was responded to by Mr. H. Drinkwater. The Warrington Labour Concert party, during the evening, rendered a concert programme of high order, and all the speakers bore testimony to the admirable art displayed and to their satisfaction that the Labour movement is developing its artistic sense and showing evidence of the possession of great talent in its ranks.

Mr. J. Cape, Spennymoor Division, has now been appointed District Secretary of the North-Eastern District of the Agents' Association, and steps are being taken to increase the benefits of the Association to members residents in that area.

Our readers will regret to learn of the continued illness of Mr. J. H. Standing, national organiser to the North-Western Regional Area, who has now been absent from duty for several weeks, and will join with us in wishing him a speedy recovery.

Mr. F. Parker, late agent in the Northwich Division of Cheshire, has been appointed to the vacant agency of the Heywood and Radcliffe Division, vice Mr. E. J. Hookway, who has secured a Manchester appointment in the Co-operative Movement.

Mr. J. S. Price, agent, Mile End Division, has resigned owing to ill health and has taken up an open-air post, viz., with the Co-operative Insurance Society, Romford and Dagenham, Essex.

**IS YOUR AGENT A MEMBER**  
of the

**National Association  
of Labour Registration  
and Election Agents?**

*(Acts as the Trade Union  
for Labour Organisers)*

**General Secretary: H. DRINKWATER,**  
Ladywood, Fernhill Heath, near Worcester

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